

**What is Claimed is:**

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- 1 1. ~~A method for gathering marketing information from a player, the method comprising:~~
- 2 (a) ~~transmitting a marketing question to a player proximate in space to a compensation~~
- 3 ~~dispensing machine;~~
- 4 (b) ~~receiving a response to said marketing question from the player; and~~
- 5 (c) ~~transmitting, to the compensation dispensing machine, a signal to compensate the~~
- 6 ~~player.~~
- 1 2. ~~The method according to claim 1, further comprising:~~
- 2 (d) ~~receiving player information.~~
- 1 3. ~~The method according to claim 2, wherein said player information comprises a gambling~~
- 2 ~~history of the player.~~
- 1 4. ~~The method according to claim 2, wherein said step (d) comprises at least one of:~~
- 2 (1) ~~receiving a player identifier;~~
- 3 (2) ~~using said player identifier to access player information from a database;~~
- 4 (3) ~~identifying said marketing question appropriate for the player;~~
- 5 (4) ~~determining an appropriate time to ask said marketing question; and~~
- 6 (5) ~~transmitting said marketing question to the player at said appropriate time.~~
- 1 5. ~~The method according to claim 4, wherein said appropriate time is at least one of:~~
- 2 ~~a time when there is no interruption;~~
- 3 ~~a time when the player is losing;~~
- 4 ~~a time when a reel is spinning; and~~
- 5 ~~a time when a coin is dropping.~~
- 1 6. ~~The method according to claim 1, further comprising:~~
- 2 (d) ~~receiving a marketing question and a marketing pool definition.~~
- 1 7. ~~The method according to claim 6, wherein said step (d) comprises at least one of:~~
- 2 (1) ~~prioritizing a plurality of players;~~
- 3 (2) ~~choosing a highest priority player of said plurality of players;~~
- 4 (3) ~~identifying a player not already slated to participate in a different marketing~~
- 5 ~~program of said plurality of players;~~
- 6 (4) ~~identifying a player of said plurality of players having a losing gambling~~
- 7 ~~history and satisfying said marketing pool definition;~~

- 8 (5) receiving a marketing question identifier; and  
9 (6) using said marketing question identifier to access a marketing question from  
10 a database.

1 8. The method according to claim 6, wherein said marketing question and said marketing pool  
2 definition are received from a marketer.

1 9. The method according to claim 6, further comprising:  
2 (e) identifying a player corresponding to said marketing pool definition.

1 10. The method according to claim 1, further comprising:  
2 (d) formulating an offer to the player.

1 11. The method according to claim 10, further comprising:  
2 (e) presenting said offer to the player.

1 12. The method according to claim 10, wherein said offer comprises an offer of compensation.  
2 comprising at least one of:

- 3 compensation to offset a gambling loss;  
4 an erasure of a debt;  
5 an erasure of a gambling loss;  
6 a waiver of an otherwise due required purchase or payment;  
7 cash;  
8 credit;  
9 participation in a skill or chance game;  
10 a gambling token;  
11 an increase in odds of winning;  
12 an increased prize table;  
13 an insurance protection against a loss;  
14 an ability to play a higher denomination currency gaming machine for a lower  
15 denomination currency;  
16 a free use of an extra slot in a multi-slot slot machine;  
17 an ability to play for free;  
18 an ability to have winnings rounded up to a higher level;  
19 an entertaining video clip;  
20 an entertaining audio clip;  
21 an entertaining music clip; and

an auxiliary benefit comprising at least one of:

- a free meal,
- a subsidized meal,
- a free room, and
- a subsidized room.

13. The method according to claim 1, wherein said step (c) comprises:

- (1) transmitting said compensation in a time period proximate to receipt of said response from the player.

14. The method according to claim 1, wherein said compensation dispensing machine comprises at least one of:

- a slot machine;
- a gaming machine;
- a point-of-sale (POS) terminal;
- a vending machine;
- a digital audio dispensing machine;
- a digital music dispensing machine;
- a digital video dispensing machine;
- a kiosk;
- a ticket dispenser;
- a stamp dispenser; and
- an automated teller machine (ATM).

15. The method according to claim 1, further comprising:

- (d) formatting marketing program results based on said responses.

16. The method according to claim 15, further comprising:

- (e) transmitting said marketing program results to a marketer.

17. The method according to claim 1, wherein said step (c) comprises at least one of:

- (1) transmitting tangible compensation to the player;
- (2) transmitting said compensation to the player upon receiving said response;
- (3) transmitting said compensation to the player via an automated device; and
- (4) transmitting said compensation proximate in time to receiving said response.

18. The method according to claim 1, wherein said compensation comprises at least one of:

- an erasure of a debt;

an erasure of a gambling loss;  
a waiver of an otherwise due required purchase or payment;  
cash;  
credit;  
a gambling token;  
an increase in odds of winning;  
an increased prize table;  
an insurance protection against a loss;  
an ability to play a higher denomination currency gaming machine for a lower denomination currency;  
a free use of an extra slot in a multi-slot slot machine;  
an ability to play for free;  
an ability to have winnings rounded up to a higher level;  
an entertaining video clip;  
an entertaining audio clip;  
an entertaining music clip; and  
an auxiliary benefit wherein said auxiliary benefit comprises at least one of:  
a free meal,  
a subsidized meal,  
a free room, and  
a subsidized room.

19. The method according to claim 1, wherein said marketing question comprises at least one of:  
a survey;  
an advertisement;  
a promotion;  
a focus group;  
a lottery;  
a gift; and  
a proposition of an agreement including a commitment to be accepted by the player.

20. The method according to claim 1, wherein said step (b) comprises:  
(1) receiving said response wherein said response comprises at least one of:  
feedback;  
a commitment; and  
an acceptance of an offer to accept a commitment.

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- 1 21. The method of claim 1, wherein the response is received verbally.
- 1 22. The method of claim 1, wherein the response is received via manual input.
- 1 23. A method for gathering marketing information from a player, the method comprising:
- 2 (a) transmitting a marketing question to a player;
- 3 (b) receiving a response to said marketing question from the player; and
- 4 (c) transmitting a signal causing a compensation dispensing machine to provide
- 5 compensation to the player at a time proximate to receipt of said response.
- 1 24. The method according to claim 23, wherein said compensation dispensing machine is
- 2 proximate in space to the player.
- 1 25. The method according to claim 23, wherein said compensation dispensing machine
- 2 comprises at least one of:
- 3 a slot machine;
- 4 a gaming machine;
- 5 a point-of-sale (POS) terminal;
- 6 a vending machine;
- 7 a digital audio dispensing machine;
- 8 a digital music dispensing machine;
- 9 a digital video dispensing machine;
- 10 a kiosk;
- 11 a ticket dispenser;
- 12 a stamp dispenser; and
- 13 an automated teller machine (ATM).
- 1 26. The method according to claim 23, wherein said compensation comprises at least one of:
- 2 a payment;
- 3 an increase in odds;
- 4 an additional bonus payment amount;
- 5 compensation to offset a gambling loss;

an erasure of a debt;  
an erasure of a gambling loss;  
a waiver of an otherwise due required purchase or payment;  
cash;  
credit;  
a gambling token;  
an increase in odds of winning;  
an increased prize table;  
an insurance protection against a loss;  
an ability to play a higher denomination currency gaming machine for a lower denomination currency;  
a free use of an extra slot in a multi-slot slot machine;  
an ability to play for free;  
an ability to have winnings rounded up to a higher level;  
an entertaining video clip;  
an entertaining audio clip;  
an entertaining music clip; and  
an auxiliary benefit comprising at least one of:  
a free meal,  
a subsidized meal,  
a free room, and  
a subsidized room.

27. The method according to claim 23, wherein said step (a) comprises:

(1) transmitting said marketing question to the player at an appropriate time.

28. The method according to claim 23, wherein said step (a) comprises at least one of:

(1) determining a marketing pool definition;  
(2) identifying a player within said marketing pool definition;  
(3) receiving a marketing question from a marketer;  
(4) selecting a marketing question for the player;  
(5) determining a marketing question that is appropriate for said marketing pool definition;  
(6) selecting the player to participate if the player has previously indicated a willingness to participate; and

- (7) providing a different offer of compensation for a player who has declined to participate in a marketing program in hopes of garnering participation.

29. The method according to claim 23, wherein said step (b) comprises:

- (1) receiving said response wherein said response comprises at least one of:  
feedback;  
a commitment; and  
an acceptance of a proposed agreement.

30. The method according to claim 23, wherein said step (b) comprises:

- (1) determining said compensation amount based on said response.

31. The method according to claim 23, wherein said step (b) comprises:

- (1) receiving said response from at least one of:  
a network communications system;  
a keypad;  
a keyboard;  
a touchscreen;  
a voice recognition system;  
an audio input via a microphone;  
a video input via a camera; and  
a key.

32. The method according to claim 23, wherein said step (c) comprises:

- (1) directing said compensation dispensing machine to provide said compensation.

33. The method according to claim 23, wherein said step (c) comprises at least one of:

- (1) providing compensation including marketing program items including at least one of coupons, demonstrations, discounts, trials, and gift certificates;  
(2) placing an advertising logo on a payline;  
(3) retroactively activating a payline in exchange for gambling plays;  
(4) providing said compensation dependent upon said response of the player;  
and  
(5) providing said compensation dependent upon losses of the player tracked via at least one of:  
a player tracking card,

a record of a slot machine, and  
an observation.

34. The method according to claim 23, further comprising:

(d) receiving player information.

35. The method according to claim 34, wherein said step (d) comprises:

(1) receiving a player identifier (ID).

36. The method according to claim 34, wherein said step (d) comprises:

(1) using said player identifier to access player information from a database.

37. The method according to claim 34, wherein said step (d) comprises:

(1) identifying said marketing question appropriate for the player.

38. The method according to claim 34, wherein said step (d) comprises:

(1) determining an appropriate time to ask said marketing question.

39. The method according to claim 38, wherein said step (a) comprises:

(1) transmitting said marketing question to the player at said appropriate time.

40. The method according to claim 38, wherein said appropriate time is at least one of:

a time when there is no interruption;

a time when the player is losing;

a time when a reel is spinning; and

a time when a coin is dropping.

41. The method according to claim 34, wherein said player information comprises at least one of:

a name;

a mailing address;

a place of birth;

an identifier;

an email address;

a phone number;

a demographic;

a psychographic;

a product preference; and

a purchasing history.



1 42. The method according to claim 34, wherein said player information is accessed from at least  
2 one of:

- 3 a tracking card;
- 4 a survey;
- 5 a form; and
- 6 a slot machine.

1 43. The method according to claim 23, further comprising:  
2 (d) transmitting said response to said marketing question to a marketer.

1 44. A system that gathers marketing information comprising:  
2 a compensation dispensing machine that delivers a tangible benefit to a player proximate in  
3 space to said compensation dispensing machine, said tangible benefit compensates the player that  
4 provides a response to a marketing question;  
5 a server coupled to said compensation dispensing machine that transmits said marketing  
6 question to said compensation dispensing machine, and receives said response from said  
7 compensation dispensing machine; and  
8 a network coupled to said server.

1 45. The system of claim 42, further comprising:  
2 a product fulfillment branch coupled to said network.

1 46. The system of claim 42, further comprising:  
2 a marketing terminal coupled to said network configured to send said marketing questions to  
3 said server for transmission to said compensation dispensing machine.

1 47. The system according to claim 42, wherein said compensation dispensing machine comprises  
2 at least one of:

- 3 a slot machine;
- 4 a gaming machine;
- 5 a point-of-sale (POS) terminal;
- 6 a vending machine;
- 7 a digital audio dispensing machine;
- 8 a digital music dispensing machine;
- 9 a digital video dispensing machine;
- 10 a kiosk;
- 11 a ticket dispenser;

12 a stamp dispenser; and  
13 an automated teller machine (ATM).

1 48. The system according to claim 42, wherein said compensation dispensing machine is  
2 operable to deliver to the player in a time period proximate to said response a tangible benefit.

1 49. A computer program product on a computer usable medium, the computer program product  
2 including program logic enabling a computer to gather marketing information from a player, the  
3 program logic comprising:  
4 a transmitting logic module enabling a computer to transmit a marketing question to a player;  
5 a response receipt logic module enabling the computer to receive a response to said  
6 marketing question from the player; and  
7 a signal transmission logic module enabling the computer to transmit a signal causing a  
8 compensation dispensing machine to provide compensation to the player at a time proximate to  
9 receipt of said response.

1 50. A computer program product on a computer usable medium, the computer program product  
2 including program logic enabling a computer to gather marketing information from a player, the  
3 program logic comprising:  
4 a transmitting logic module enabling a computer to transmit a marketing question to a player  
5 proximate in space to a compensation dispensing machine;  
6 a response receipt logic module enabling the computer to receive a response to said  
7 marketing question from the player; and  
8 a signal transmission logic module enabling the computer to transmit a signal to said  
9 compensation dispensing machine providing compensation to the player.

1 51. A system that gathers marketing information from a player, the system comprising:  
2 a question transmitter that transmits a marketing question to a player;  
3 a receiver that receives a response responsive to said marketing question from the player;  
4 and  
5 a compensation signal transmitter that transmits a signal causing a compensation dispensing  
6 machine to provide compensation to the player at a time proximate to and responsive to receipt of  
7 said response.

1 52. A system that gathers marketing information from a player, the system comprising:  
2 a question transmitter that transmits a marketing question to a player proximate in space to a  
3 compensation dispensing machine;

4 a receiver that receives a response responsive to said marketing question from the player;  
5 and  
6 a compensation signal transmitter that transmits a signal to said compensation dispensing  
7 machine, the signal responsive to said response thereby providing compensation to the player.

1 53. A system for bringing together marketing information from a player, the system comprising:  
2 means for sending a marketing question to a player;  
3 means for accepting a response responsive to said marketing question from the player; and  
4 means for triggering a means for distributing compensation to the player at a time proximate  
5 to receipt of and responsive to said response.

1 54. A system for bringing together marketing information from a player, the system comprising:  
2 means for sending a marketing question to a player proximate in space to a means for  
3 distributing compensation;  
4 means for accepting a response responsive to said marketing question from the player; and  
5 means for triggering said means for distributing compensation to the player.

1 55. A signal modulated on a carrier, said signal operable to gather marketing information from a  
2 player, the signal comprising:  
3 *data* - a marketing question being sent to a player;  
4 *data* - a response responsive to said marketing question accepted from the player; and  
5 *data of response* - a trigger operable to distribute compensation to the player at a time proximate to receipt of  
6 *response* and responsive to said response.

1 56. A signal modulated on a carrier, said signal operable to gather marketing information from a  
2 player, the signal comprising:  
3 a marketing question being sent to a player proximate in space to a compensation distributing  
4 machine;  
5 a response responsive to said marketing question accepted from the player; and  
6 a trigger operable to distribute compensation to the player.

1 57. A method for capturing marketing information comprising:  
2 (a) receiving a marketing question at a compensation dispensing machine proximate in  
3 space to a player;  
4 (b) sending a response to said marketing question from the player; and  
5 (c) receiving a signal to provide compensation to the player at said compensation  
6 dispensing machine.

- 1 58. A method for capturing marketing information from a player comprising:  
2 (a) receiving a marketing question at a compensation dispensing machine;  
3 (b) sending a response to said marketing question from a player; and  
4 (c) receiving, at said compensation dispensing machine, a signal to provide  
5 compensation dispensing machine providing compensation to the player at a time proximate  
6 to sending of said response.
- 1 59. A system that captures marketing information comprising:  
2 a question receiver that receives a marketing question at a compensation dispensing machine  
3 proximate in space to a player;  
4 a responder that sends a response to said marketing question from the player; and  
5 a signal receiver that receives a signal at said compensation dispensing machine that  
6 causes said compensation dispensing machine to provide compensation to the player.
- 1 60. A system that captures marketing information comprising:  
2 a question receiver that receives a marketing question at the location of a player;  
3 a responder that sends a response to said marketing question from the player; and  
4 a signal receiver that receives a signal that causes said compensation dispensing machine to  
5 provide compensation to the player at a time proximate to said response.
- 1 61. A method for a player to be compensated for responding to marketing questions comprising:  
2 (a) receiving a marketing question at a compensation dispensing machine proximate in  
3 space to a player;  
4 (b) indicating a response to said marketing question by the player; and  
5 (c) receiving compensation from said compensation dispensing machine.
- 1 62. The method according to claim 61, wherein said step (c) comprises:  
2 (1) receiving compensation in response to said indicating a response.
- 1 63. A method for a player to be compensated for responding to marketing questions comprising:  
2 (a) receiving a marketing question;  
3 (b) indicating a response to said marketing question; and  
4 (c) receiving compensation from said compensation dispensing machine at a time  
5 proximate to a second time corresponding to said indicating of said response.
- 1 64. A system that compensates a player for responding to marketing questions comprising:

a compensation dispensing machine proximate in space to a player operative to receive a marketing question; and

a response transmitter operative to transmit a response responsive to said marketing question, wherein said compensation dispensing machine is operative to dispense compensation to the player responsive to said response transmitter.

65. A system that compensates a player for responding to marketing questions comprising:

a compensation dispensing machine operative to receive a marketing question; and

a response transmitter operative to transmit a response responsive to said marketing question, wherein said compensation dispensing machine is operative to dispense compensation to the player responsive to said response transmitter and at a time proximate to transmission of said response.

66. A method for gathering marketing information from a player, the method comprising:

(a) preparing at least one marketing question and compensation for transmission to a controller, wherein the controller is operative to perform the steps of:

(1) transmitting said at least one marketing question to a player,

(2) providing responses to said at least one marketing question from the player, and

(3) providing said compensation to the player at a compensation dispensing machine at a time proximate to said providing responses; and

(b) receiving said responses to said marketing question from the controller.

67. A method for gathering marketing information from a player, the method comprising:

(a) preparing at least one marketing question and compensation for transmission to a controller, wherein the controller is operative to perform the steps of:

(1) transmitting said at least one marketing question to a player proximate in space to a compensation dispensing machine,

(2) providing at least one response to said at least one marketing question from the player, and

(3) providing said compensation to the player; and

(b) receiving said responses to said marketing question from the controller.

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